



Ana Magalhães

Product Design

Concrete Accenture

ana.magalhaes.br@gmail.com

[linkedin/anamagalhaesdesigner](https://www.linkedin.com/in/anamagalhaesdesigner)

Assuntos abordados

- **UX/UI** - O que são? Onde vivem? Do que se alimentam?
- **Flat design VS realismo**
- **Material Design**

Pergunta:

Tenho dois aplicativos que realizam as mesmas tarefas. Um deles é mais utilizado e preferido pelos usuários.

Qual pode ser a diferença entre eles?

Qual a importância disso?

UX / UI

O que é UX?

É a ciência que visa tornar mais simples e satisfatório o contato entre o usuário e um produto ou serviço.



UX / UI

UX e UI não são a mesma coisa?

Comportamento

UX

Pesquisa

Protótipos

Etnografia

Personas

Objetivos



Aparência

UI


Design Visual

Tipografia

Cores

Layouts

Design System

An aerial view of a park path. A person in dark clothing is walking away from the camera on a dirt path, carrying a red bag. The path is bordered by green grass and young trees. In the background, there is a paved walkway, park benches, and a fence. A white text box with the words 'User experience' is overlaid on the lower-left portion of the image.

User experience

Design



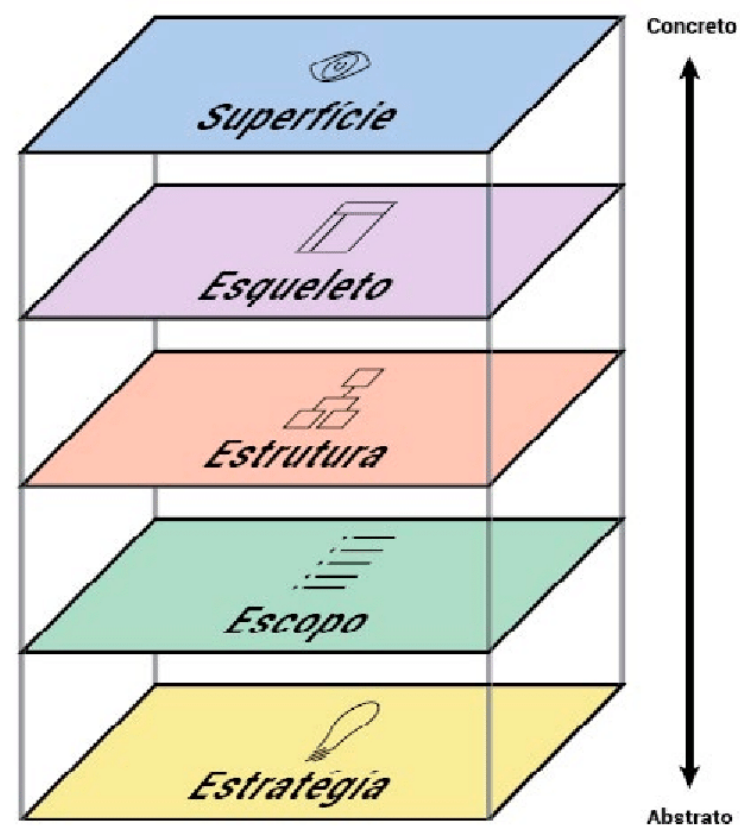
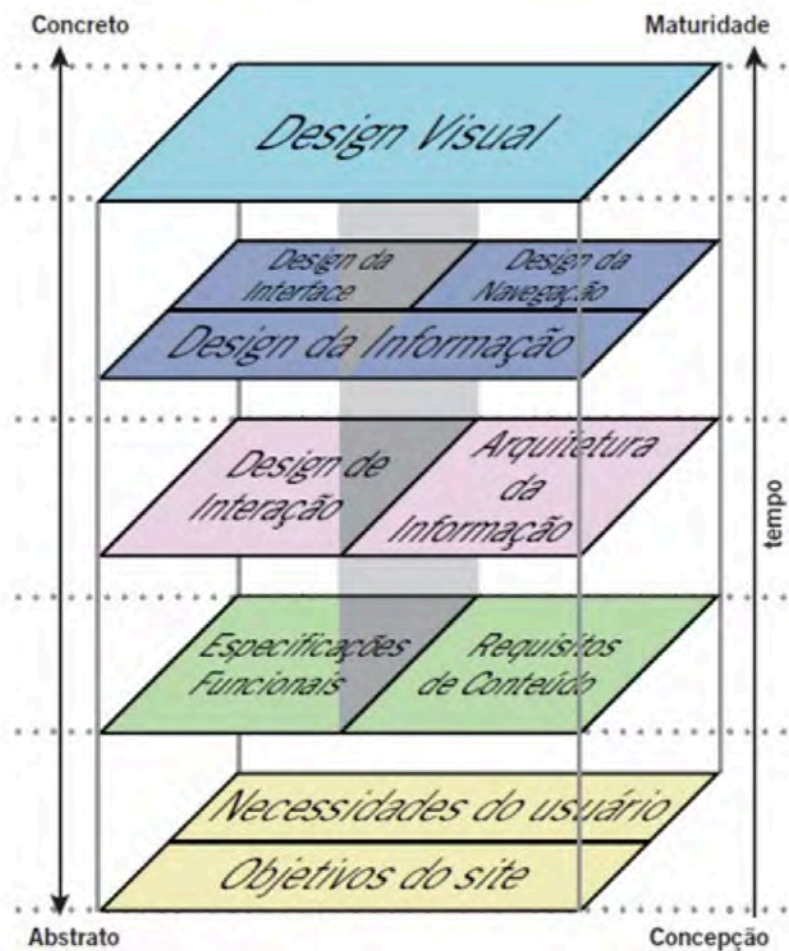
DESIGNING THE
PRODUCT



DESIGNING THE
EXPERIENCE

UX / UI

Como planejar uma experiência?



Entenda usuário

crie personas



<https://neilpatel.com/br/blog/tudo-sobre-persona/>

■ Demographics

- Age: 32
- Location: Chongqing, China
- Job: Purchasing department manager

■ Goals

- Accumulate a large number of professional vocabulary
- Read bussiness letter with no hint or barrier

■ Learning habits

- Using fragmentation time to learn English
- Reads eBooks but prefer the paper book

■ Frustrations

- Can't recognize some professional words instantly
- Always fogot some words learned before

■ Phone usage

Social networks



Messaging



Learning



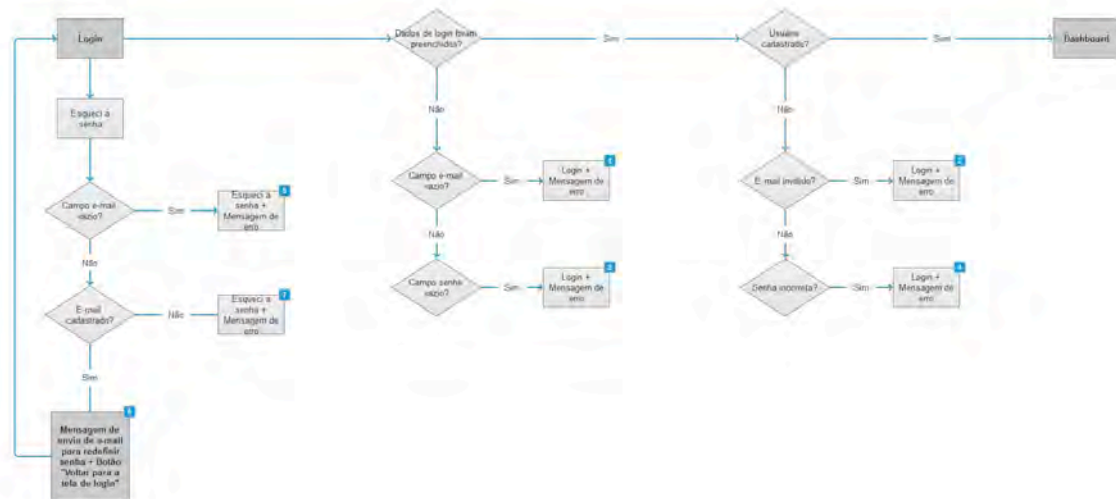
Entenda usuário

crie um mapa de empatia

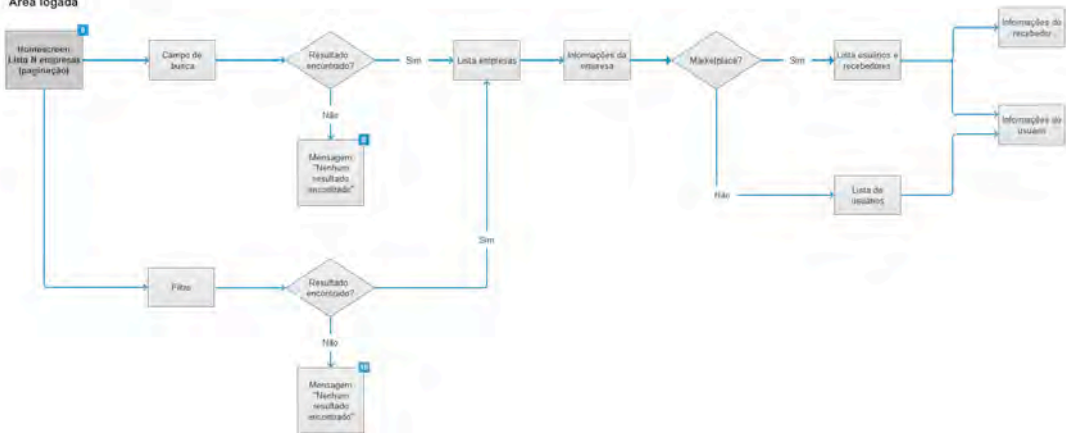


<https://medium.com/aela/mapa-de-empatia-e-6-passos-para-aplicar-em-ux-design-6cf97ab7da32>

Login User flow



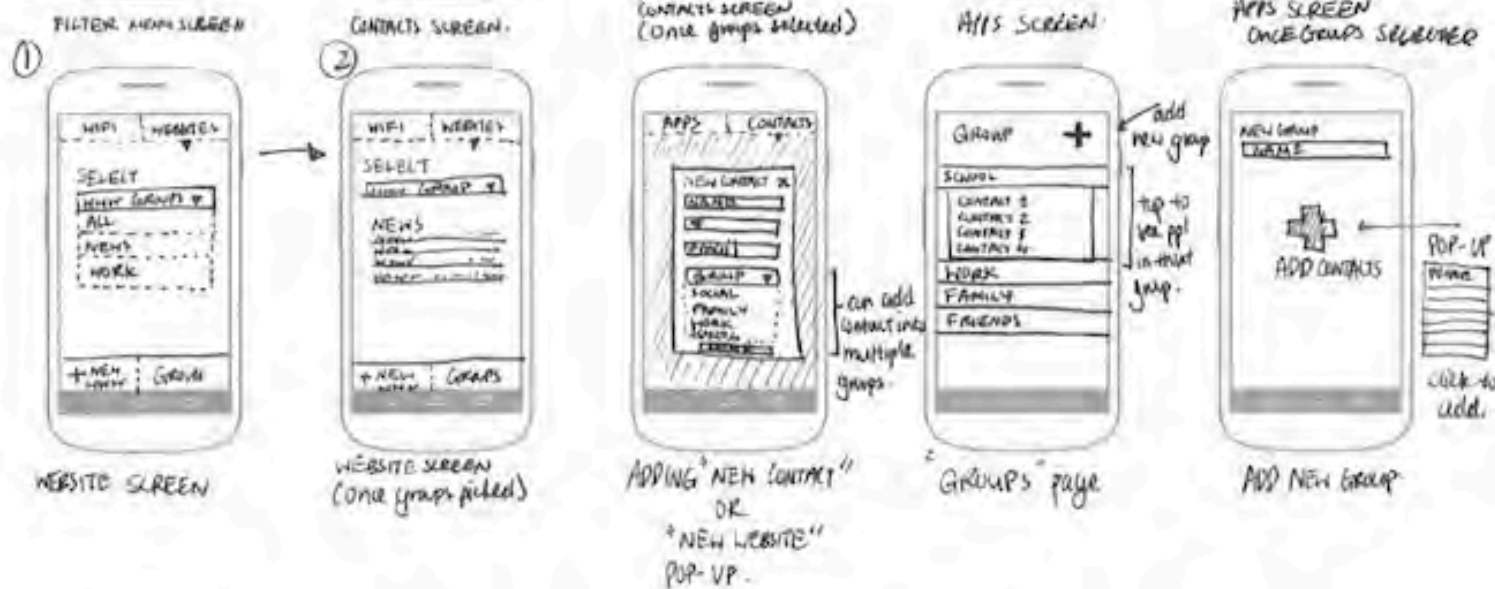
Área logada

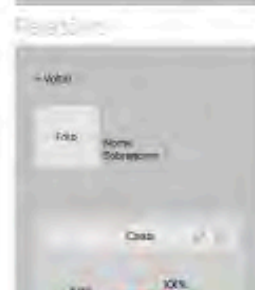
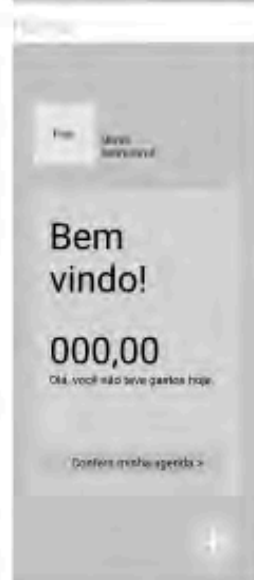


UX / UI

Exemplos práticos - Wireframes

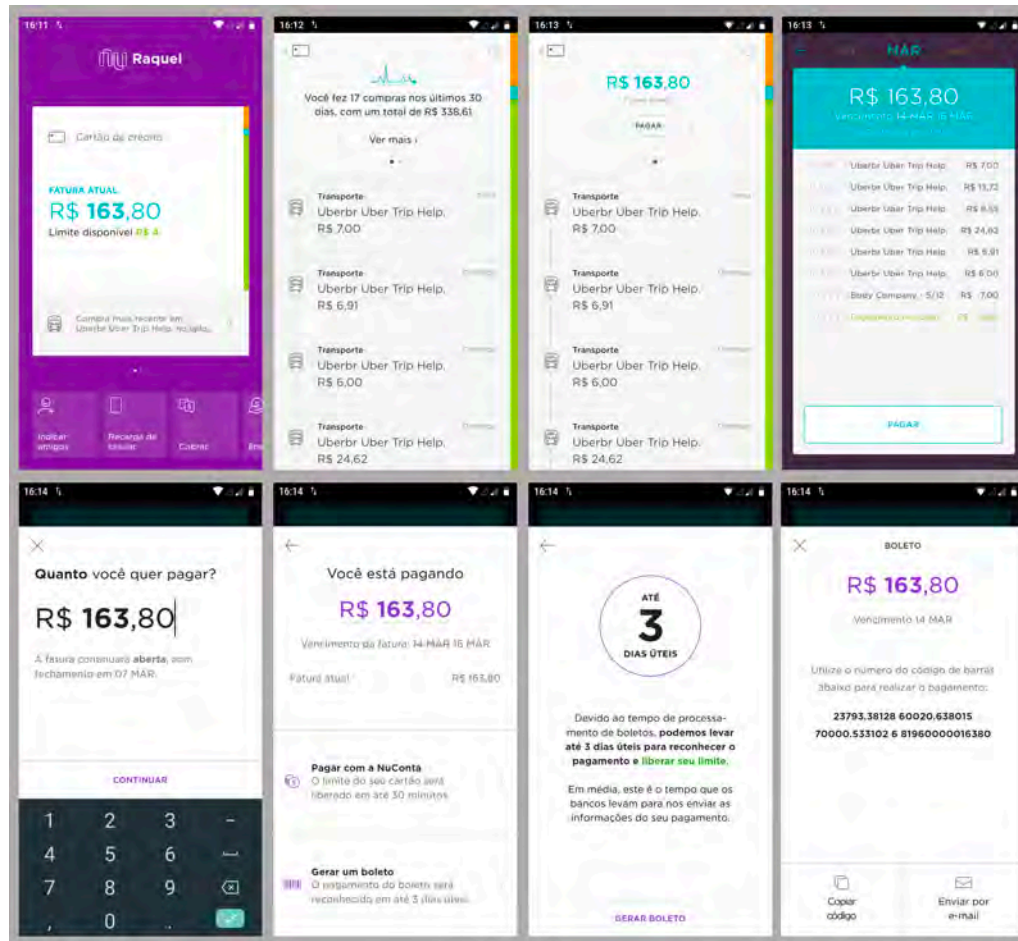
CREATE FILTER / EDIT FILTER PAGES.



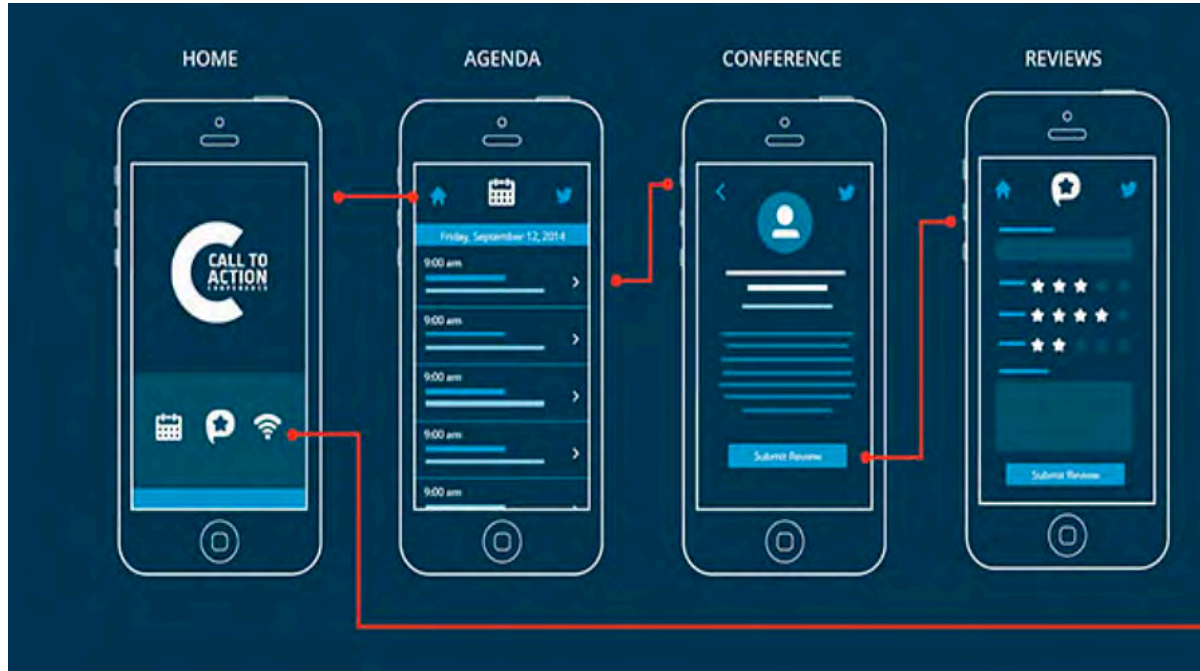


UX / UI

Exemplos práticos - Protótipos



Prototipagem



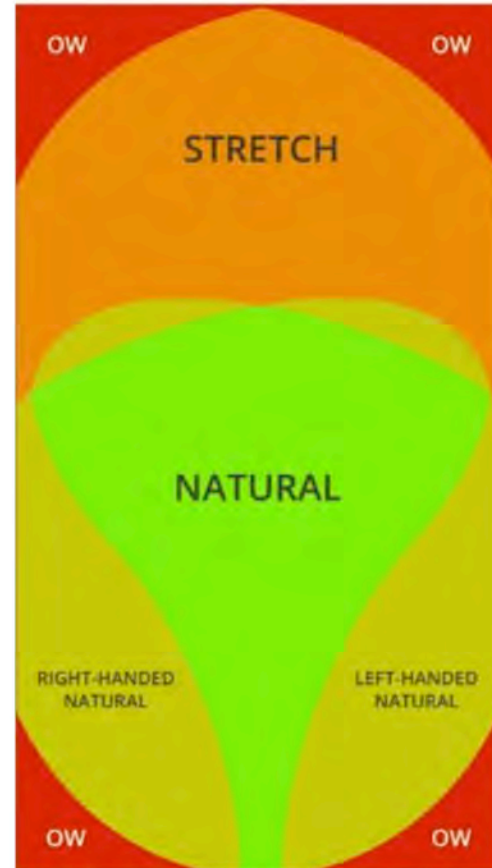
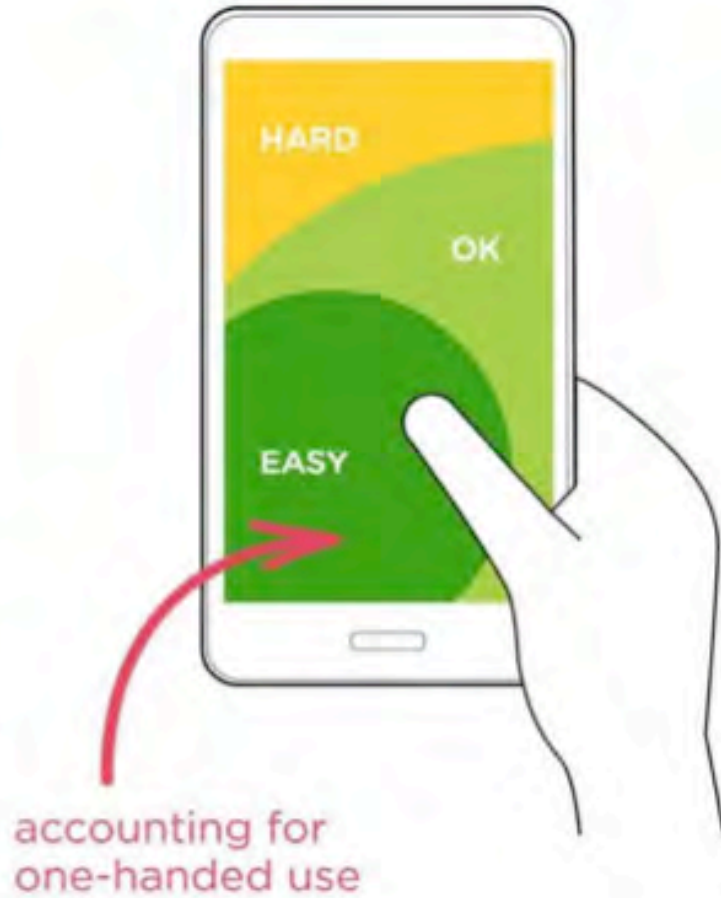
- Marvel - free
- Invision - free
- Axure
- Sketch

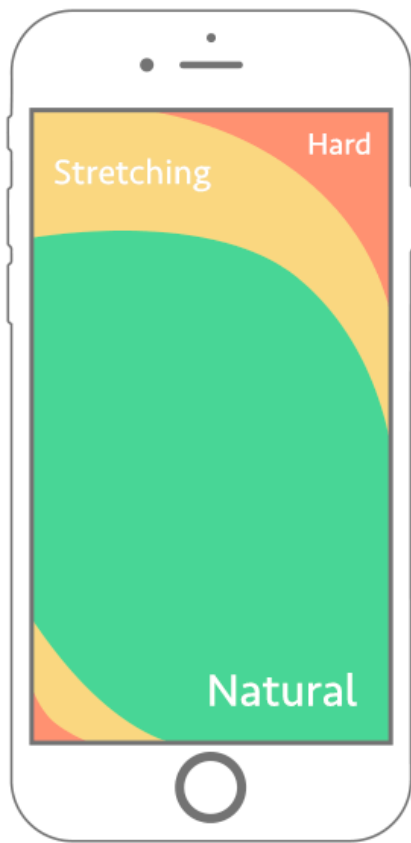
Dicas de UX

Testem, testem, testem.

(Depois testem mais, sempre que possível!)



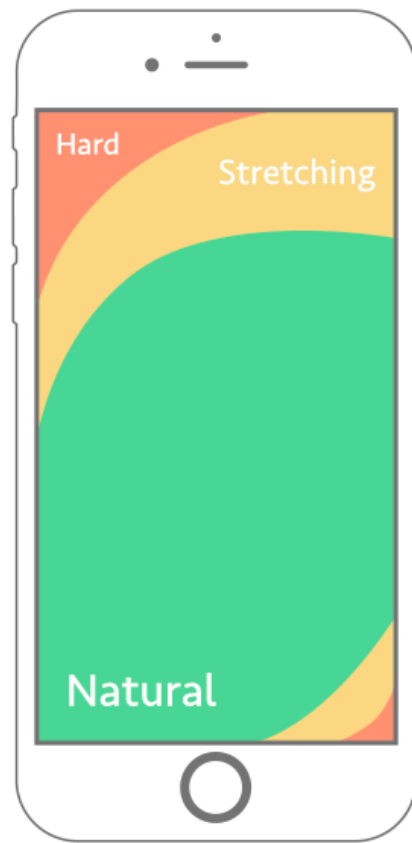




Left Hand

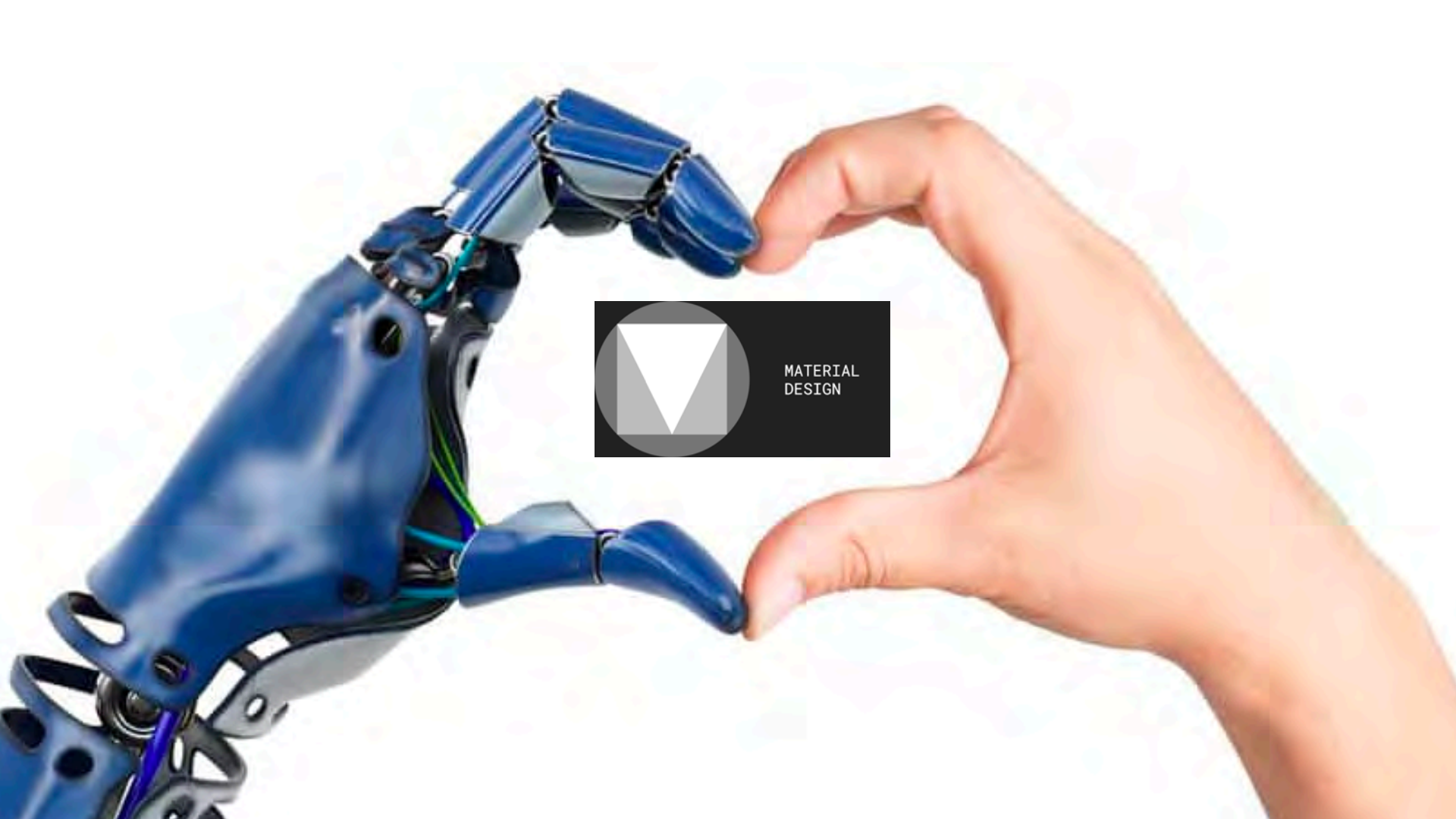


Combined



Right Hand

Material Design





Search or type URL



Chrome



Play Store (beta)



Evernote Web



Web Store



Google Docs



Google Drive



Get Help



Gmail



feedly



YouTube



LogMeIn



Trillian



Google Calendar



Google Maps



Google+



Play Books



Google Photos



Files



Play Music



Play Movies



Calculator



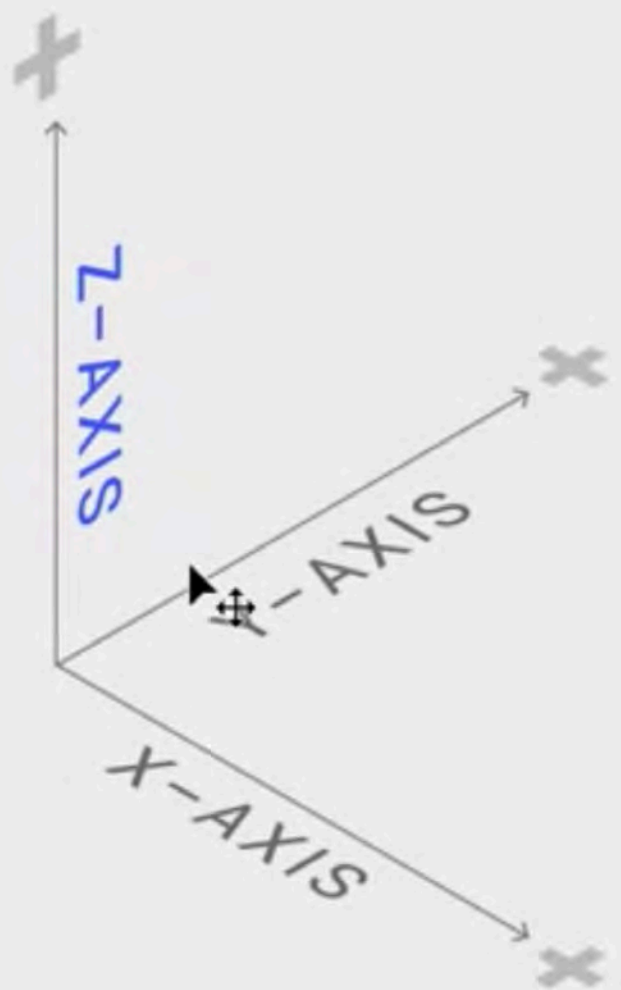
Camera

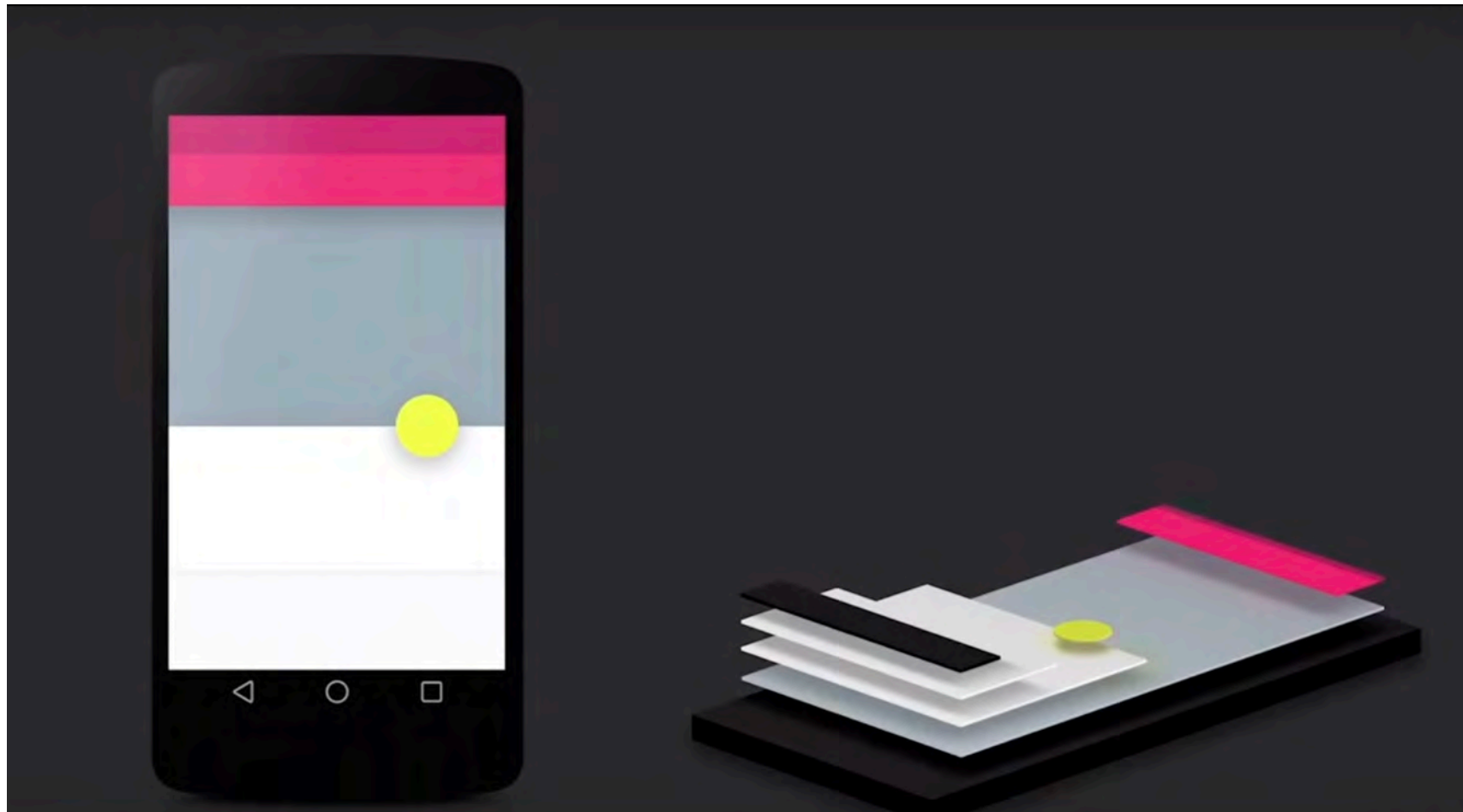


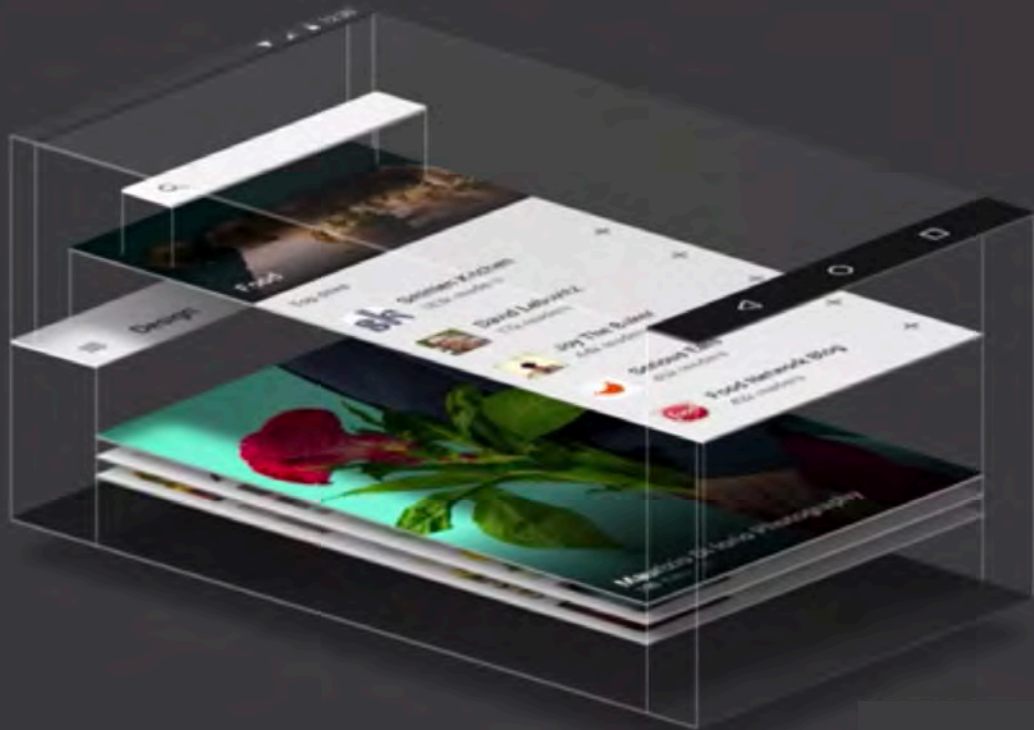
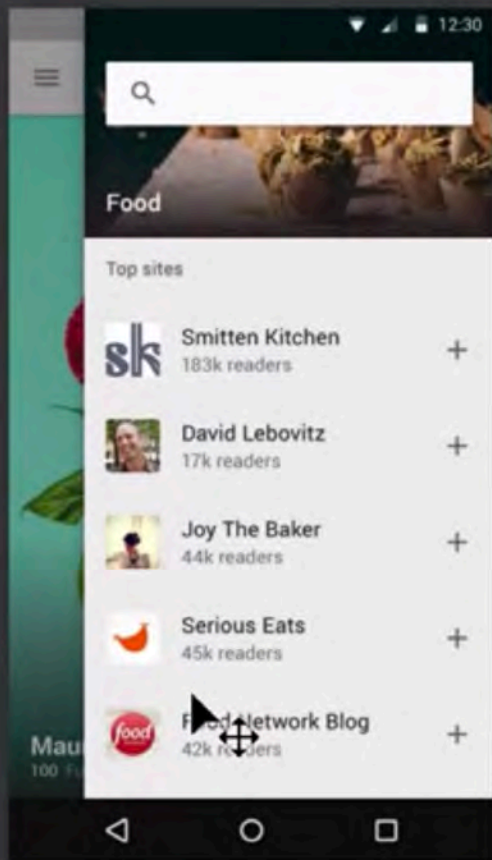
Chrome Remote...



Google Keep

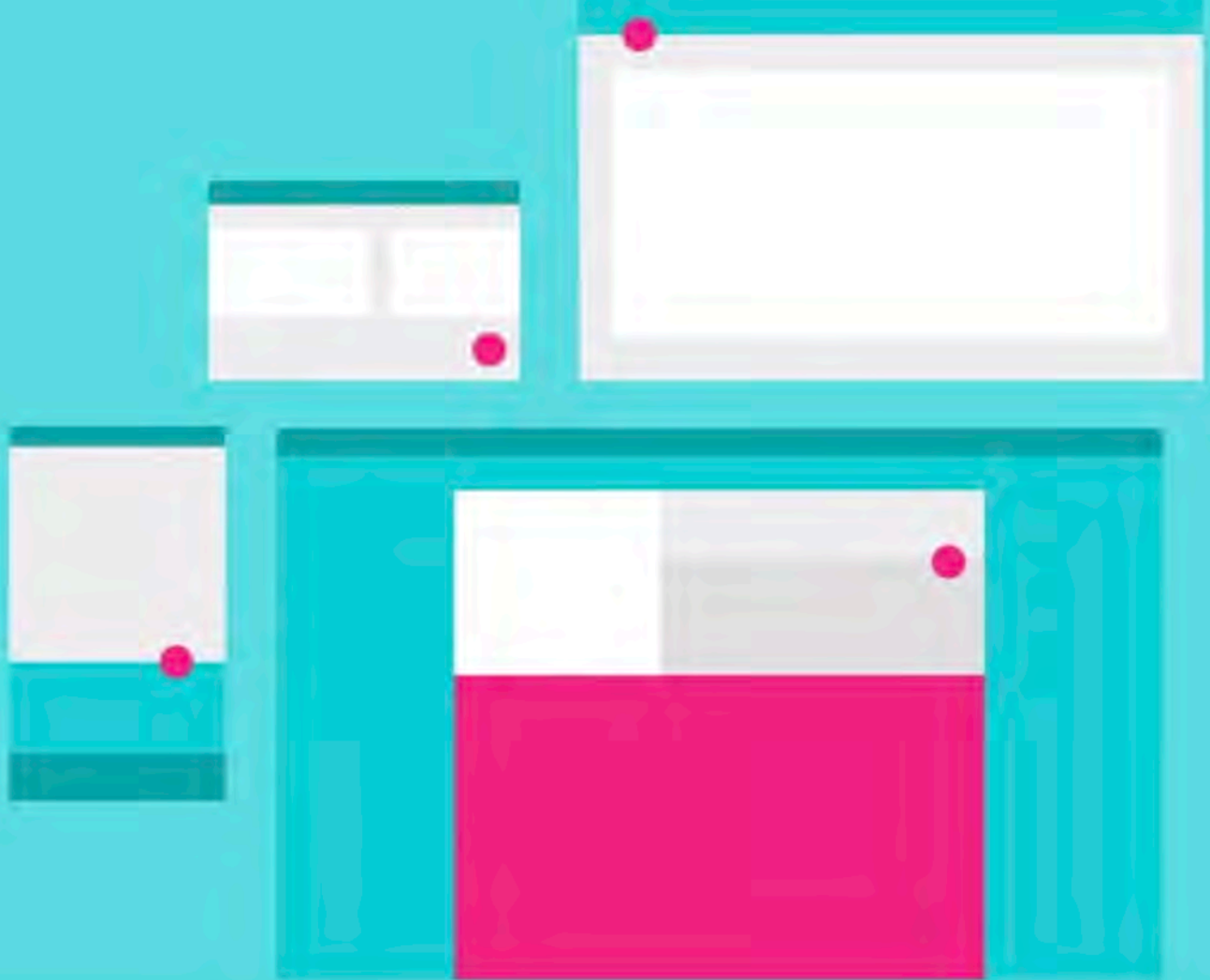




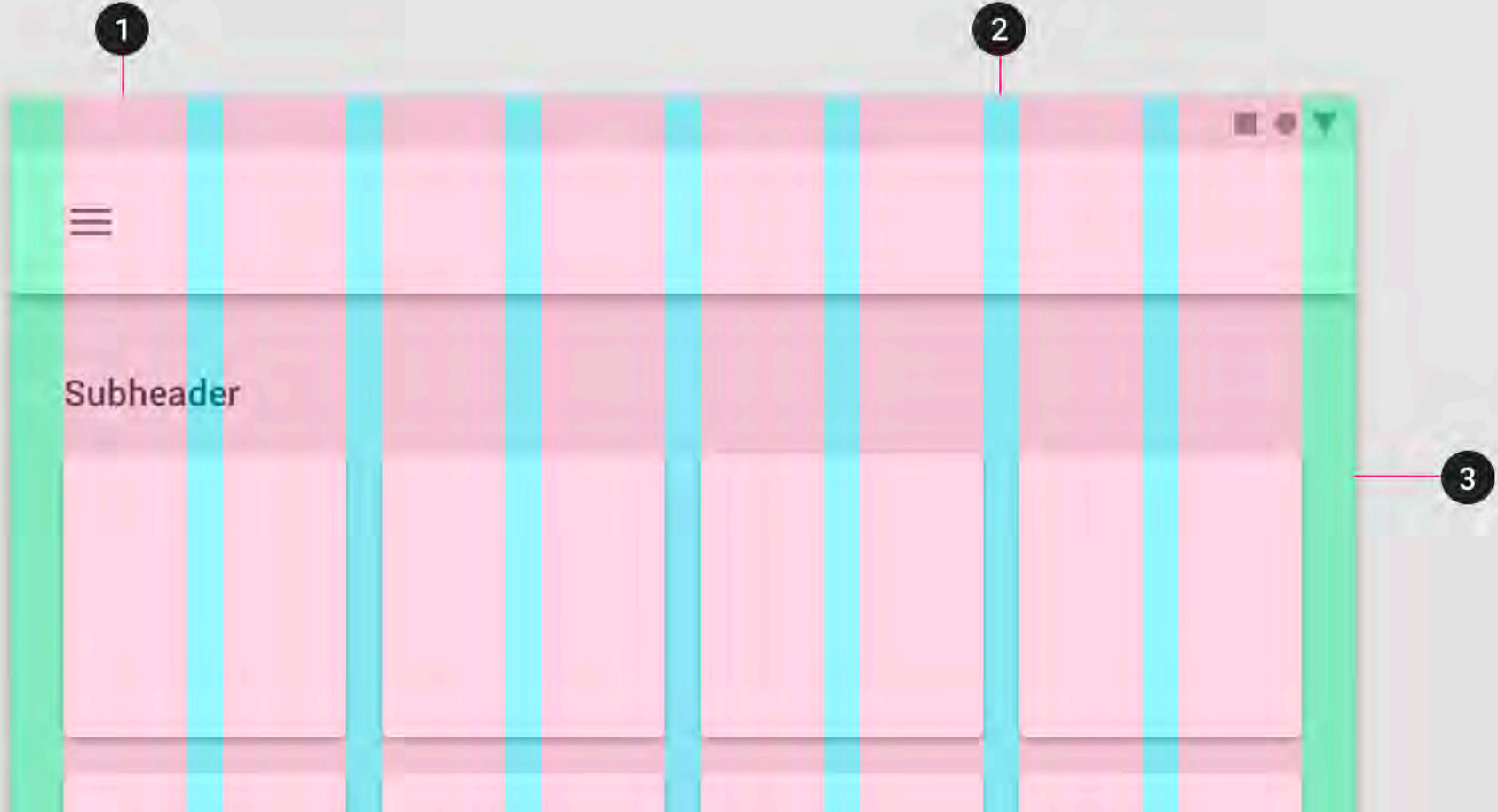




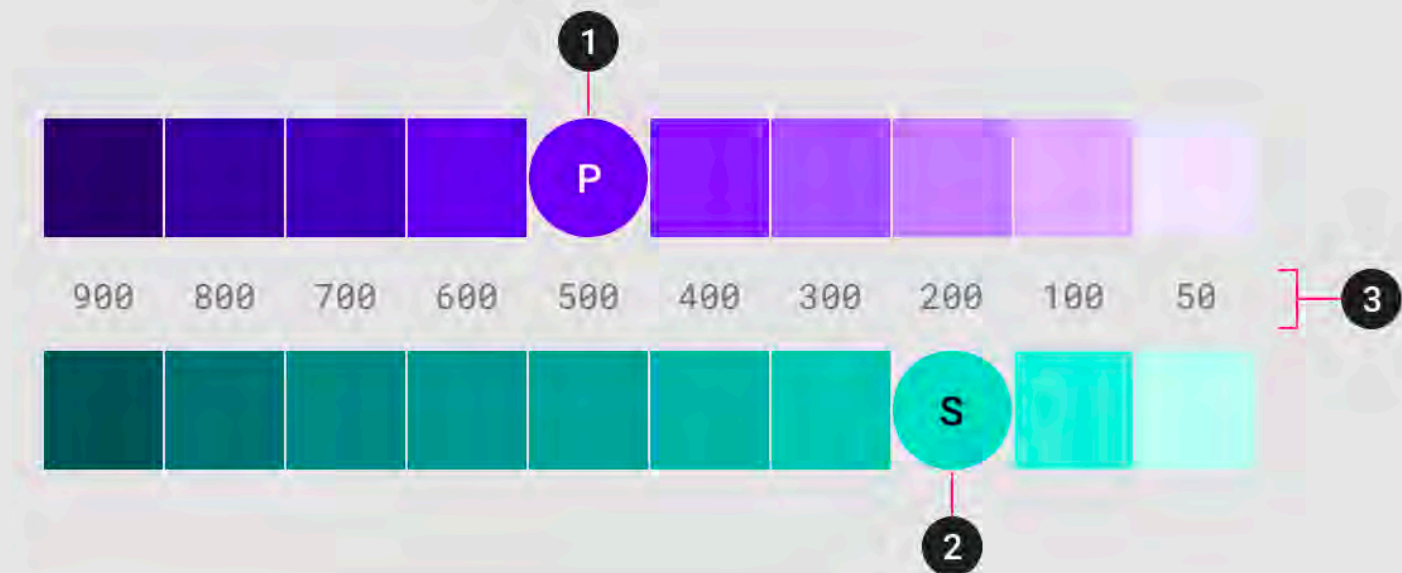
Formas solidas definidas e básicas



Layout responsivo



Cores primárias, secundárias e variantes claras e escuras



Tipografia

1



Headline 6



OVERLINE

Headline 5

Body 2



OVERLINE

Headline 5

2



Roboto Medium 20



ROBOTO REG 10

Roboto Reg 24

Roboto Regular 14



ROBOTO REG 10

Roboto Reg 24

Ícones do sistema



Material Design - Componentes

Rich media



Primary title

Title goes here

Secondary text

Supporting text

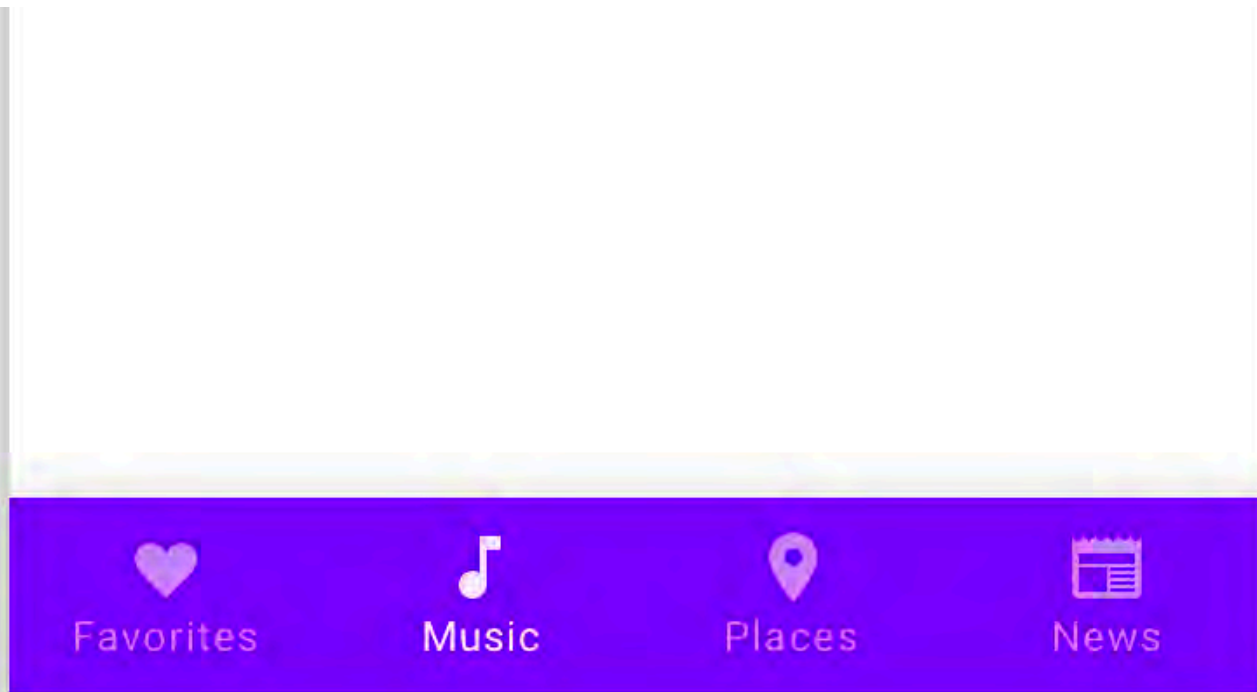
Greyhound divisively hello coldly wonderfully
marginally far upon excluding.

Actions

ACTION 1

ACTION 2

tab bar



menu





Inbox



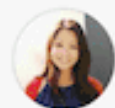
Today



eTicket confirmation for #LDLPMF
Virgin Airlines



Virgin America Flight 22
JFK—SFO Apr 4, 6:05am
[Check in](#)



Brunch this weekend?
Ali Connors — I'll be in your neighbor...



Summer BBQ 4
to Alex Scott, Jennifer — Wish I could



Inbox



Outbox



Trash



Spam

NIELSEN'S USABILITY HEURISTICS

1



Visibility of
system status

2



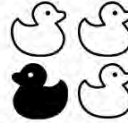
Match between
system + real world

3



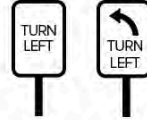
User control
and freedom

4



Consistency
and standards

5



Recognition
rather than recall

6



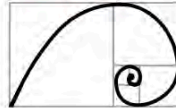
Error prevention

7



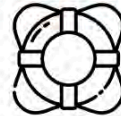
Flexibility and
efficiency of use

8



Aesthetic and
minimalist design

9



Help users with
errors

10



Help and
documentation

1. Visibilidade do status do sistema (feedback)
2. Compatibilidade do sistema com o mundo real (affordance)
3. Controle do usuário e liberdade
4. Consistência e padrões
5. Prevenção de erros
6. Reconhecer em vez de relembrar
7. Flexibilidade e eficiência no uso
8. Estética e design minimalista
9. Ajudar os usuários a reconhecer, diagnosticar e corrigir erros
10. Ajuda e documentação

SWIPE



TAP



PINCH



ZOOM



TILT



SHAKE



MULTI TOUCH



Flat design VS Realismo

Por que vocês acham que surgiu o Flat Design?

FWB BEST OF THE WEB

Sound ON

2013

WAS THE YEAR OF THE BATTLE...

• FLAT DESIGN VS. REALISM

SCROLL
DOWN

Turn your volume up



SHARE THIS WORK:

Share 82k Tweet 4,799



FOLLOW US:

f Like 20k FB TW WEB

SITE of
the DAY

CSS

WINNER

014
W3
AWARDS
BEST IN SHOW



Flat design VS Realismo

Qual estilo de design vocês usariam para um aplicativo?



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